

Order / Rev: 710647 - 1
 Alt Order #: 06300673
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACT
 Estimate: 1561
WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WJXX	09/21/12	09/21/12	M-F 12P-1P M-F 12P-1P	CM	M-F 12-1P (12:00 PM-12:30 PM)	----F--	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
MILLIONAIRE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$75.00		0.00						
4	WJXX	09/21/12	09/21/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	----F--	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
FIRST-NWS AT 5<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$90.00		0.00						
5	WJXX	09/21/12	09/21/12	GMJ Sunrise M-F 5-6a	CM	5-6a	----F--	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
GD MN JX SUNRS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$70.00		0.00						
6	WJXX	09/21/12	09/21/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	----F--	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
FIRST-NWS AT 6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$150.00		0.00						
7	WJXX	09/21/12	09/21/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	----F--	:30	1	\$115.00	P-3	0.00	NM	1	\$115.00
GOOD MORN JAX<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$115.00		0.00						
8	WJXX	09/21/12	09/21/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	----F--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
GD MRN AMR-ABC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$125.00		0.00						
9	WJXX	09/24/12	09/24/12	The View M-F 11a-12p View	CM	M-F 11a-12p	M-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
VIEW-ABC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$225.00		0.00						
10	WJXX	09/24/12	09/24/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
FIRST-NWS AT 6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$150.00		0.00						
11	WJXX	09/24/12	09/24/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	M-----	:30	1	\$115.00	P-3	0.00	NM	1	\$115.00
GOOD MORN JAX<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$115.00		0.00						
12	WJXX	09/24/12	09/24/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
EXTRA<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$250.00		0.00						
13	WJXX	09/24/12	09/24/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
LIVE WTH KELLY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$100.00		0.00						
14	WJXX	09/22/12	09/22/12	Sa 7-8P Sa 7p-8p	CM	Sa 7p-8p	-----S-	:30	1	\$100.00	P-3	0.00	NM	0	\$0.00
CLOSER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$100.00		0.00						

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WJXX	09/22/12	09/22/12	Sa 7-8P Sa 7p-8p	CM	Sa 7p-8p	-----S-	:30	1	\$100.00	P-3	0.00	NM	0	\$0.00
CLOSER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	09/17/12-09/23/12		Sa 7-8P		Sa 7p-8p	-----Sa--	:30		(\$100.00)		0.00	NM		
Credited [CR]															
15	WJXX	09/22/12	09/22/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
GD MRN-SAT-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$100.00		0.00						
16	WJXX	09/23/12	09/23/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
FIRST-NWS-630															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$150.00		0.00						
17	WJXX	09/23/12	09/23/12	GMA Sunday GMA Sunday	CM	GMA Sunday	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
GD MRN-SUN-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$175.00		0.00						
18	WJXX	09/20/12	09/20/12	The View M-F 11a-12p View	CM	M-F 11a-12p	---T---	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
VIEW-ABC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$225.00		0.00						
19	WJXX	09/20/12	09/20/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	---T---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
FIRST-NWS-530<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$100.00		0.00						
20	WJXX	09/20/12	09/20/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	---T---	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
FIRST-NWS AT 6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$150.00		0.00						
21	WJXX	09/20/12	09/20/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	---T---	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
EXTRA<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$250.00		0.00						
22	WJXX	09/20/12	09/20/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	---T---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
LIVE WTH KELLY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$100.00		0.00						
23	WJXX	09/18/12	09/18/12	M-F 10-11AM M-F 10a -11a	CM	M-F 10a -11a	-T-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
ANDERSON<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$80.00		0.00						
24	WJXX	09/18/12	09/18/12	The View M-F 11a-12p View	CM	M-F 11a-12p	-T-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
VIEW-ABC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$225.00		0.00						
25	WJXX	09/18/12	09/18/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	-T-----	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
FIRST-NWS AT 5<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- T - - - - -		1				\$90.00		0.00			
26	WJXX	09/18/12	09/18/12	GMJ Sunrise M-F 5-6a	CM	5-6a	- T - - - - -	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
GD MN JX SUNRS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- T - - - - -		1				\$70.00		0.00			
27	WJXX	09/18/12	09/18/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	- T - - - - -	:30	1	\$115.00	P-3	0.00	NM	1	\$115.00
GOOD MORN JAX<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- T - - - - -		1				\$115.00		0.00			
28	WJXX	09/18/12	09/18/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	- T - - - - -	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
GD MRN AMR-ABC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- T - - - - -		1				\$125.00		0.00			
29	WJXX	09/18/12	09/18/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	- T - - - - -	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
LIVE WTH KELLY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- T - - - - -		1				\$100.00		0.00			
30	WJXX	09/19/12	09/19/12	M-F 10-11AM M-F 10a -11a	CM	M-F 10a -11a	- - W - - - -	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
ANDERSON<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - W - - - -		1				\$80.00		0.00			
31	WJXX	09/19/12	09/19/12	Nightline Nightline	CM	M-F 11:35p-12:05a	- - W - - - -	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
ABC-NITELINE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - W - - - -		1				\$300.00		0.00			
32	WJXX	09/19/12	09/19/12	M-F 12P-1P M-F 12P-1P	CM	M-F 12-1P (12:00 PM-12:30 PM)	- - W - - - -	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
MILLIONAIRE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - W - - - -		1				\$75.00		0.00			
33	WJXX	09/19/12	09/19/12	GMJ Sunrise M-F 5-6a	CM	5-6a	- - W - - - -	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
GD MN JX SUNRS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - W - - - -		1				\$70.00		0.00			
34	WJXX	09/19/12	09/19/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	- - W - - - -	:30	1	\$115.00	P-3	0.00	NM	1	\$115.00
GOOD MORN JAX<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - W - - - -		1				\$115.00		0.00			
35	WJXX	09/19/12	09/19/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	- - W - - - -	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
GD MRN AMR-ABC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - W - - - -		1				\$125.00		0.00			
													Totals	34	\$4,665.00